

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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# Builder

hanleywood

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Official Publication of: National Association of Home Builders  
Established: 1947  
Issues per Year: 12  
(See Paragraph 9)



**FIELD SERVED**

BUILDER serves professionals in the building construction, housing and light construction market, Architectural firms; Builders; Builder-Developers, General Contractors & Remodelers engaged in building activities; Mobile or Modular or Sectional Home Manufacturers; Realty, Building Material Dealers, Wholesalers and others who act as Builders and/or General Contractors; and Special Trade Contractors and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, partners, corporate executives, directors and general managers; architects, designers and engineers, construction managers; sales and marketing managers; other management personnel and other titled and non-titled personnel including company copies in field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2,057
Advertiser and Agency _____	1,422
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	33
Digital _____	-
All Other _____	1,398
<b>TOTAL</b>	<b>4,910</b>

\*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	53,264	46.4	47,556	41.5	5,708	4.9
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	53,089	46.3	-	-	53,089	46.3
*Multi-Copy Same Addressee _____	8,329	7.3	-	-	8,329	7.3
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>114,682</b>	<b>100.0</b>	<b>47,556</b>	<b>41.5</b>	<b>67,126</b>	<b>58.5</b>

\*See Paragraph 9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	409	1,568	43,981	71,528	115,509	October _____	485	2,389	48,594	65,568	114,162
August _____	258	1,711	45,434	69,813	115,247	November _____	435	1,621	49,780	64,434	114,214
September _____	681	1,937	46,690	68,156	114,846	December _____	9,134	10,212	50,858	63,252	114,110
						<b>TOTAL</b>	<b>11,402</b>	<b>19,438</b>			

\*See Paragraph 9

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	42,812	10,905	1,397	49,780	5,334	55,114	48.3
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	47,840	11,260	-	-	59,100	59,100	51.7
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>90,652</b>	<b>22,165</b>	<b>1,397</b>	<b>49,780</b>	<b>64,434</b>	<b>114,214</b>	<b>100.0</b>
<b>PERCENT</b>	<b>79.4</b>	<b>19.4</b>	<b>1.2</b>	<b>43.6</b>	<b>56.4</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	47,572	42,364	89,936	78.7
Individuals by name only _____	1,609	13,579	15,188	13.3
Titles or functions only _____	599	198	797	0.7
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	8,293	8,293	7.3
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>49,780</b>	<b>64,434</b>	<b>114,214</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

STATE & ZIP CODE	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	218	131	349	
030-038 New Hampshire _____	300	368	668	
050-059 Vermont _____	160	202	362	
010-027 Massachusetts _____	1,153	737	1,890	
028-029 Rhode Island _____	146	468	614	
060-069 Connecticut _____	793	643	1,436	
<b>NEW ENGLAND</b>	<b>2,770</b>	<b>2,549</b>	<b>5,319</b>	<b>4.7</b>
100-149 New York _____	2,409	1,280	3,689	
070-089 New Jersey _____	1,790	501	2,291	
150-196 Pennsylvania _____	2,012	3,053	5,065	
<b>MIDDLE ATLANTIC</b>	<b>6,211</b>	<b>4,834</b>	<b>11,045</b>	<b>9.7</b>
430-459 Ohio _____	1,510	1,773	3,283	
460-479 Indiana _____	845	1,336	2,181	
600-629 Illinois _____	2,387	1,038	3,425	
480-499 Michigan _____	1,860	2,505	4,365	
530-549 Wisconsin _____	1,528	1,785	3,313	
<b>EAST NO. CENTRAL</b>	<b>8,130</b>	<b>8,437</b>	<b>16,567</b>	<b>14.5</b>
550-567 Minnesota _____	1,049	1,453	2,502	
500-528 Iowa _____	878	723	1,601	
630-658 Missouri _____	800	754	1,554	
580-588 North Dakota _____	113	390	503	
570-577 South Dakota _____	134	439	573	
680-693 Nebraska _____	342	440	782	
660-679 Kansas _____	387	852	1,239	
<b>WEST NO. CENTRAL</b>	<b>3,703</b>	<b>5,051</b>	<b>8,754</b>	<b>7.7</b>
197-199 Delaware _____	146	116	262	
206-219 Maryland _____	1,503	801	2,304	
200-205 Washington, DC _____	49	31	80	
220-246 Virginia _____	1,941	1,633	3,574	
247-268 West Virginia _____	129	230	359	
270-289 North Carolina _____	2,248	5,627	7,875	
290-299 South Carolina _____	908	1,520	2,428	
300-319 Georgia _____	1,563	2,724	4,287	
320-349 Florida _____	2,931	5,074	8,005	
<b>SOUTH ATLANTIC</b>	<b>11,418</b>	<b>17,756</b>	<b>29,174</b>	<b>25.5</b>
400-427 Kentucky _____	493	1,428	1,921	
370-385 Tennessee _____	680	1,969	2,649	
350-369 Alabama _____	503	1,874	2,377	
386-397 Mississippi _____	179	935	1,114	
<b>EAST SO. CENTRAL</b>	<b>1,855</b>	<b>6,206</b>	<b>8,061</b>	<b>7.1</b>
716-729 Arkansas _____	343	514	857	
700-714 Louisiana _____	261	2,242	2,503	
730-749 Oklahoma _____	335	1,007	1,342	
750-799 Texas _____	3,406	4,034	7,440	
<b>WEST SO. CENTRAL</b>	<b>4,345</b>	<b>7,797</b>	<b>12,142</b>	<b>10.6</b>
590-599 Montana _____	283	531	814	
832-838 Idaho _____	293	419	712	
820-831 Wyoming _____	90	78	168	
800-816 Colorado _____	1,767	983	2,750	
870-884 New Mexico _____	246	1,296	1,542	
850-865 Arizona _____	1,062	391	1,453	
840-847 Utah _____	462	602	1,064	
889-898 Nevada _____	356	551	907	
<b>MOUNTAIN</b>	<b>4,559</b>	<b>4,851</b>	<b>9,410</b>	<b>8.2</b>
995-999 Alaska _____	90	280	370	
980-994 Washington _____	841	3,577	4,418	
970-979 Oregon _____	525	1,098	1,623	
900-961 California _____	5,113	1,503	6,616	
967-968 Hawaii _____	163	222	385	
<b>PACIFIC</b>	<b>6,732</b>	<b>6,680</b>	<b>13,412</b>	<b>11.7</b>
<b>UNITED STATES</b>	<b>49,723</b>	<b>64,161</b>	<b>113,884</b>	<b>99.7</b>
969 & 004-009 U.S. Territories _____	56	88	144	
Canada _____	-	172	172	
Mexico _____	-	-	-	
Other International _____	-	12	12	
APO/FPO _____	1	1	2	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>49,780</b>	<b>64,434</b>	<b>114,214</b>	<b>100.0</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	143,406	139,620	133,336	126,505	117,605	114,681
Qualified Non-Paid: _____	43,308	37,975	37,626	39,205	39,989	47,556
Qualified Paid: _____	100,098	101,645	95,710	87,300	77,616	67,125
Post Expire Copies included in Paid Circulation: _____	0.2 %	1.0 %	1.5 %	0.9 %	0.8 %	0.8 %
Average Annual Order Price: _____	\$18.51	\$16.81	\$16.36	\$16.02	\$15.78	\$15.63

**\*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

\$15.63	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA:**

**CHANGE IN FREQUENCY:**

Effective with the January 2009 issue, Builder changed its frequency from 13 to 12 issues per year.

**AVERAGE NON-QUALIFIED CIRCULATION:**

200 copies of the October 2009 issue to the Builder's Choice Awards in Washington DC

**PARAGRAPH 1:**

Qualified paid associations subscriptions averaging 53,089 copies were sold to qualified recipients at lower than basic subscription rates. Members' yearly subscription price of \$15.00 is included in the dues and is non-deductible there from. Qualified paid bulk subscriptions averaging 8,329 copies were sold to qualified recipients at basic and lower than basic subscription prices. Bulk copies include NAHB subscriptions with multiple chapter association memberships.

**PARAGRAPH 1 & 3a:**

Since association dues for this publication are collected through local chapters, qualified paid circulation data is only required in Paragraphs 1 and 3A of this statement.

**PARAGRAPH 2:**

Additions and removal are not required for paid circulation.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Warren P. Nesbitt, Group Publisher

Christina M. Lustan, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed February 9, 2010

State Washington

County DC

Received by BPA Worldwide February 9, 2010

Type PJ

ID Number B039P0D9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**  
 This issue is 0.5% or 561 copies below the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for section (a) for the Building Construction Market in October 1978, requiring participating publications to report their circulation on a comparable basis by December 1981. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY (See Note 2)	TOTAL QUALIFIED	PERCENT OF TOTAL	*QUALIFIED PAID		QUALIFIED NON-PAID	CLASSIFICATION BY TITLE								
			ASSOCIATION	DIRECT		SUBSCRIPTIONS IN COMPANY NAME ONLY (A)	OWNERS, PARTNERS, CORPORATE EXECUTIVES, DIRECTORS GENERAL MANAGERS (B)	ARCHITECTS, DESIGNERS & ENGINEERS (C)	CONSTRUCTION MANAGERS & SUPERINTENDENTS, PURCHASING AGENTS & BUYERS & OTHER CONSTRUCTION MGMT. (D)	SALES & MARKETING MGMT. (E)	OTHER MANAGEMENT PERSONNEL (F)	CARPENTERS, DRAFTSMEN, SALESMEN & OTHER EMPLOYEES (G)	OTHER TITLES	TITLE NOT AVAILABLE (See Note 1) (See Note 3)
1. Architectural Firms, Architectural-Engineering Firms, Architects & Architect-Engineers, Designers of Homes _____	1,620	1.4	814	806	-	-	884	304	11	30	32	11	5	343
2. Builders, Builder-Developers, General Contractors & Remodelers engaged in Building activities; Mobile or Modular or Sectional Home Manufacturers; Realty, Building Material Dealers, Wholesalers & others who act as Builders and/or General Contractors _____	112,321	98.4	58,286	4,255	49,780	-	82,752	1,526	4,905	2,123	4,052	936	161	15,866
10. Special Trade Contractors engaged in parts of the work on buildings such as Carpentry, Plumbing & Electrical _____	273	0.2	-	273	-	-	193	3	12	23	9	28	2	3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>114,214</b>	<b>100.0</b>	<b>59,100</b>	<b>5,334</b>	<b>49,780</b>	<b>-</b>	<b>83,829</b>	<b>1,833</b>	<b>4,928</b>	<b>2,176</b>	<b>4,093</b>	<b>975</b>	<b>168</b>	<b>16,212</b>

Note 1: Non-comparable additional data reported at the publisher's option.

Note 2: Comparable categories 3, 4, 5, 6, 7, 8, 9, 11, 12 and 13 have been deleted at the publisher's option.

Note 3: Title not available includes NAHB members who have not completed title information on membership form.

\*See Paragraph 9